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PRESS RELEASE | AD HOC ANNOUNCEMENT PURSUANT TO ART. 53 LR

EvoNext Holdings SA (“EvoNext”) and Ascend Sport Technology AG (“Ascend”) sign transaction agreement – Ascend to go public on SIX Swiss Exchange and enter its next phase of development

- EvoNext Holdings SA (SIX: EVE) and Ascend Sport Technology AG have signed a binding transaction agreement for a statutory merger; Ascend will become a publicly listed company through a merger into EvoNext with its existing listing on SIX Swiss Exchange
- EvoNext valued at CHF 2.50 per share; Ascend equity valued at CHF 500 million
- Ascend is a Swiss sports technology holding company, bringing together complementary businesses across the sports technology value chain and forming a leading global platform with AI-enabled monetisation capabilities. Ascend serves over 100 rightsholders and more than 500 brands and broadcasters in over 20 countries
- Share placement will be targeting an appropriate free float, comprising predominantly secondary shares and a smaller primary issuance to support future growth initiatives
- Transaction subject to approval by the extraordinary general meetings of both companies and is scheduled to be completed during the fourth quarter 2026.

Reinach / Lucerne, Switzerland, 12 October 2026 – EvoNext Holdings SA (“EvoNext”, SIX: EVE), a Swiss listed holding company, and Ascend Sport Technology AG (“Ascend”), a Swiss sports technology holding company, today announce the signing of a binding transaction agreement to combine the two companies by way of a statutory merger. The planned transaction will lead, subject to the approval of the companies' general meetings, to the formation of a listed Swiss sports technology company with a global footprint and attractive growth prospects in the rapidly expanding sports media and advertising market. The combined company will operate under the name of **Ascend Sport Technology AG** and remain listed on the SIX Swiss Exchange.

Transaction structure and valuation

The parties have agreed on a valuation of EvoNext at CHF 2.50 per share. The transaction will be implemented as a statutory merger (merging of Ascend business against issuance of new EvoNext shares).

In conjunction with the transaction, EvoNext will conduct a share placement (the “Offering”). The Offering is expected to consist predominantly of secondary shares to create an attractive free float and establish a diversified institutional shareholder base, complemented by a primary issuance to support Ascend's continued growth, strategic initiatives and general corporate purposes. All shares offered in the placement are expected to be offered at a price of CHF 2.50 per share, corresponding to the valuation

agreed in connection with the merger. The shares will be placed in a multi-day accelerated book building process.

Members of the Board of Directors, executive management and shareholders of Ascend and certain shareholders of EvoNext are subject to lock-up periods of 12 and 24 months following completion of the Offering.

A premium platform for the global sports technology market

Ascend is a Swiss sports technology holding company, bringing together complementary businesses across the sports technology value chain and forming a leading global platform with AI-enabled monetisation capabilities. Ascend's businesses serve over 100 rightsholders, including sports leagues, clubs and federations such as FIFA and UEFA, as well as more than 500 brands and broadcasters across over 20 countries. Through its premium infrastructure, and its AI-powered software and data solutions, Ascend enables rightsholders to monetise every live game through scalable and data-driven advertising.

Ascend combines recurring software revenues, long-term relationships with leading sports organisations, and proprietary technology assets, creating a highly scalable platform positioned to benefit from the ongoing digitisation of global sports advertising. While football represents the company's largest market today, Ascend's technology platform is designed to serve the broader sports ecosystem and is well positioned to support the increasing adoption of digital advertising, data analytics and AI-enabled monetisation solutions across a wide range of sports, leagues, federations and media rightsholders globally.

Ascend's integrated one-stop-shop platform spans Digital Signage and Digital Overlay®, a proprietary sponsorship marketplace, audience intelligence and sponsorship ROI measurement, a high-end streaming and data analytics platform, as well as premium infrastructure.

A compelling combination

The merger combines Ascend's established operating platform and growth trajectory with EvoNext's public listing and capital markets infrastructure, creating a scalable public company positioned to capitalize on long-term structural growth in digital sports media, sponsorship and advertising technologies. The transaction is expected to enhance Ascend's visibility, financial flexibility and access to growth capital, while remaining the founder-led company with the entrepreneurial spirit which has supported Ascend's growth in the past.

Gianluca Ferrari, Chairman of the Board of Directors of EvoNext Holdings SA, said: "Ascend has built a differentiated and highly attractive founder-led business with a proven track record of growth, a global customer base and proprietary technology assets. The merger provides investors with the opportunity to participate in a leading global sports technology

platform at the forefront of the digital transformation of sports media and advertising. We look forward to supporting the Ascend team as they execute on the company's next phase of growth as a publicly listed business."

Bernard de Roos, Founder and CEO of Ascend Sport Technology AG, said: "We are very excited about this opportunity to unlock the next phase of Ascend's evolution. We have built a premium, fully integrated technology platform that has become the backbone of digital sports advertising for the world's leading rightsholders, leagues, and broadcasters. The listing on SIX Swiss Exchange gives us the profile and the standing for this next phase and we open our business to investors, creating a unique opportunity to participate in the growing global sports market."

Next steps and indicative timing

The transaction is subject to approval by the extraordinary general meetings of EvoNext and Ascend, as well as customary closing conditions. Documentation relating to the merger, including the merger report, shareholder information and invites to the extraordinary general meetings, will be published in accordance with applicable legal and regulatory requirements.

EvoNext intends to publish the offering documentation for the planned Offering shortly after its extraordinary general meeting [[EvoNextholdings.com](https://evonextholdings.com)]. The transaction is scheduled to be completed during the fourth quarter of 2026.

The Board of Directors of EvoNext unanimously recommends that shareholders approve the transaction. EvoNext will inform shareholders and the market of all material developments in due course.

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